

## Claims

We claim:

1. A system for transmitting a media object containing content targeted to a user based upon  
5 a user profile comprising:

an input port for receiving a media object containing content targeted to a user profile;

and

a transmitting system, connected to the input port, which transmits the media object in

a programming signal to a user associated with the user profile;

- 10 whereupon receiving the media object from the input port, the transmitting system determines  
the user profile targeted by the media object, identifies a user associated with the user profile,  
and transmits the media object to the identified user.

2. The system of claim 1, wherein the user profile is based upon information selected from  
15 the group consisting of: response by a user to a survey, demographic information, user  
viewing habits, selection of a media object by a user during a programming signal, purchase  
behavior, a compilation of viewing habits from at least two users, statistical information, and  
regional information.

- 20 3. The system of claim 2, wherein the user profile is generated by a user profiling system co-  
located with the transmitting system.

4. The system of claim 1, wherein the programming signal further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined  
5 natural and synthetic, and computer generated content.

5. The system of claim 1, wherein the programming signal is transmitted by the transmitting system to a receiving system via a transmission medium selected from the group consisting of: broadcast, microwave, millimeter wave, wireless, wireline, satellite, cable, and fiber  
10 optics.

6. The system of claim 1, wherein the media object is received by the input port over a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.  
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7. The system of claim 1, wherein the transmitting system further comprises a wireless system selected from the group consisting of: television broadcasting system, radio broadcasting system, microwave systems, millimeter wave systems, infrared systems, wireless telecommunications system, and a satellite broadcasting system.  
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8. The system of claim 1, wherein the transmitting system further comprises a wired system utilizing a communications medium selected from the group consisting of: cable, coaxial cable, twisted pair cable, fiber-optic cable, telephone cable, and closed circuit cable.

9. The system of claim 1, wherein the input port receives the media object via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, Flash memory, random access memory, and read only memory.

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10. The system of claim 1, wherein the transmitting system transmits the programming signal to the user via at least one network selected from the group consisting of: the Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

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11. The system of claim 10, wherein the programming signal is streamed to the user over the network.

12. The system of claim 1, wherein the media object is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

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13. The system of claim 1, wherein the transmitting system utilizes a transmission protocol selected from the group consisting of: RTP, UDP, TCP/IP, and ATM to transmit the programming signal.

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14. The system of claim 1, wherein the programming signal includes at least one media object containing content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program,  
5 polling question, educational program, non-commercial program, and a pre-recorded program.

15. The system of claim 1, wherein the programming signal includes at least one media object containing advertising related content.

10 16. The system of claim 1, wherein the transmitting system receives a first media object and second media object from the input port, combines the first media object and the second media object into a composite programming signal and transmits the composite programming signal, whereupon receiving the composite programming signal a receiving  
15 system selects one of the first media object and the second media object based upon the user profile.

17. A system for generating a media object containing content targeted to a user profile,  
wherein the media object is included in a programming signal transmitted by a transmitting  
system to a user associated with the user profile, comprising:

5 a media object creator which generates a media object containing content targeted to a  
user profile; and

an interface, which facilitates the transfer of the media object to a transmitting system,  
which transmits the media object in a programming signal to a user associated  
with the user profile;

10 wherein the media object creator generates a media object, identifies a user profile as a target  
for the media object, and outputs the media object; whereupon receiving the media object, a  
transmitting system determines the user profile targeted by the media object and transmits the  
media object to a user associated with the targeted user profile.

15 18. The system of claim 17, wherein the user profile is based upon information selected from  
the group consisting of: response by a user to a survey, demographic information, user  
viewing habits, selection of a media object by a user during a programming signal, purchase  
behavior, a compilation of viewing habits from at least two users, statistical information, and  
regional information.

20 19. The system of claim 18, wherein the user profile is generated by a user profiling system  
co-located with the media object creator.

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20. The system of claim 17, wherein the media object further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

21. The system of claim 17, wherein the interface further comprises a transmission medium selected from the group consisting of: broadcast, microwave, millimeter wave, wireless, wireline, satellite, cable, and fiber optics.

22. The system of claim 17, wherein the media object creator generates a media object for storage on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, Flash memory, magnetic storage medium, optical storage medium, random access memory, and read only memory.

23. The system of claim 17, wherein the media object is transferred to the transmitting system in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

24. The system of claim 17, wherein the media object includes content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, video program, live program, educational program, audio program, polling question, non-commercial program, and a pre-recorded program.

25. The system of claim 17, wherein the media object includes advertising related content.

26. A system for transmitting at least two media objects, each media object containing content targeted to at least one user profile, wherein a system receiving the at least two media objects selects a media object for presentation to a user based upon an association of the user with one of the user profiles, comprising:

an input port for receiving at least two media objects for incorporation within a programming signal, wherein each media object contains content targeted to a unique user profile; and

a transmitting system, connected to the input port, which transmits a programming signal containing each media object received at the input port;

whereupon receipt of the programming signal by a receiving system, the receiving system identifies the user profile to which each media object received in the programming signal is targeted, determines a user profile associated with a user, selects a media object containing content targeted to the user profile associated with the user, and outputs the selected media object to a presentation system for presentation to the user.

27. The system of claim 26, wherein a first media object contains content targeted to a first user profile, and a second media object contains content targeted to a second user profile.

28. The system of claim 26, wherein a first media object and a second media object both contain content targeted to a first user profile.

29. The system of claim 26, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, purchase behavior, statistical information, selection of a media object by a user during a programming signal, and regional information.

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30. The system of claim 26, wherein the programming signal further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

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31. The system of claim 26, wherein the programming signal is transmitted by the transmitting system to the receiving system via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

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32. The system of claim 26, wherein the input port receives at least one of the media objects via a stand-alone system from a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, Flash memory, random access memory, and read only memory.

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33. The system of claim 26, wherein at least one of the media objects contain content related to at least one program type selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, educational program, video program, live program, audio program, polling question, non-commercial program, and a pre-recorded program.

34. The system of claim 26, wherein at least one of the media objects contain advertising related content.

35. A system for transmitting a media object containing content targeted to a user profile comprising:

a means for obtaining a media object containing content targeted to a user profile;

a means for identifying a user associated with the targeted user profile; and

a means for transmitting the media object in a programming signal to the user;

wherein the means for transmitting determines the user profile targeted by the media object, identifies at least one user associated with the user profile, and transmits the media object to the user.

36. The system of claim 35, wherein the programming signal comprises a signal in a form selected from the group consisting of: video signal, audio signal, combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality data, live data, pre-recorded data, natural data, synthetic data, combined natural and synthetic data, and computer generated data.

37. The system of claim 35, wherein the media object based content is obtained via a transmission medium selected from the group consisting of: broadcast, wireless, microwave, millimeter wave, satellite, cable, and fiber optics.

5 38. The system of claim 35, wherein the media object includes at least one media object in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

10 39. The system of claim 35, wherein the means for transmitting utilizes a transmission protocol selected from the group consisting of: RTP, UDP, TCP/IP, and ATM.

40. The system of claim 35, wherein the means for transmitting streams the programming signal to the user.

15 41. The system of claim 36, wherein the programming signal includes at least one media object providing content related to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, polling question, and a pre-recorded program.

20 42. The system of claim 35, wherein the programming signal includes at least one media object providing advertising related content.

43. The system of claim 35, wherein the user profile is based upon information selected from the group consisting of: responses to a survey, demographic information, purchase behavior, regional information, viewing habits, and selections of media objects during a programming signal.

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44. The system of claim 35, wherein the system further comprises a means for storing data prior to transmission of the media object in the programming signal.

45. The system of claim 44, wherein the means for storing data further comprises at least one storage medium selected from the group consisting of: compact disc, digital versatile disc, game cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, read only memory, Flash memory, hard disc drive, and floppy disc.

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46. The system of claim 35, wherein the means for identifying a user associated with the targeted user profile further comprises a web site accessible by at least one network selected from the group consisting of: the Internet, intranet, private network, ATM network, wired network, wireless network, wide area network, local area network, and a public network.

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47. A system for generating media object based content targeted to a user profile wherein the media object based content is included in a programming signal transmitted by a transmitting system to a user associated with the user profile, comprising:

a means for creating a media object, wherein the media object contains content

5 targeted to a user profile; and

a means for providing the media object to a transmitting system, wherein the

transmitting system transmits the media object in a programming signal to a

user associated with the user profile;

wherein the means for creating a media object identifies a user profile as a target for the

10 content contained in the media object and outputs the media object to the transmitting system, whereupon receiving the media object the transmitting system determines the user profile targeted by the means for creating and transmits the media object to a user associated with the determined user profile.

15 48. The system of claim 47, wherein the means for creating a media object further comprises a television producer, a radio program producer, an Internet content creator, a motion picture producer, a sports program producer, a game show producer, a virtual reality program producer, a music video producer, an advertisement producer, a live event producer, a pre-recorded event producer, and a pollster.

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49. The system of claim 47, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, a compilation of user viewing habits from at least two users, user purchase behavior, statistical information, and regional information.

50. The system of claim 47, wherein the media object further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

51. The system of claim 47, wherein the media object is created using a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

52. A method for transmitting a media object containing content targeted to a user profile comprising:

obtaining a media object containing content targeted to a user profile;

identifying the user profile targeted by the media object;

identifying at least one user associated with the user profile; and

transmitting the media object in a programming signal to the at least one user

associated with the user profile;

whereupon receipt of the programming signal, the media object is presented to the user

associated with the user profile.

53. The method of claim 52, wherein the media object further comprises content in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality data, live data, pre-recorded data, natural data, synthetic data, combined natural and synthetic data, and computer generated data.

54. The method of claim 52, wherein the media object obtained is in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

55. The method of claim 52, wherein the media object is transmitted to the user in a programming signal transmitted via a transmission medium selected from the group consisting of: the broadcast, a wireless, satellite, cable, and fiber optics.

56. The method of claim 52, wherein the media object contains content which relates to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, a polling question, and a pre-recorded program.

57. The method of claim 52, wherein the media object contains advertising related content.

58. The method of claim 52, wherein the method further comprises:

establishing a chat interface between a user and a system transmitting the media object, wherein the chat interface utilizes at least one media object to facilitate communications.

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59. The method of claim 52, wherein the method further comprises:

establishing an electronic mail interface between a user and at a system transmitting the media object, wherein the electronic mail interface utilizes at least one media object to facilitate communications.

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60. The method of claim 52, wherein the method further comprises establishing an instant messaging interface with a user receiving a media object.

61. The method of claim 52, wherein the step of identifying a user profile targeted by the media object further comprises:

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obtaining user information; and  
compiling the user information into the user profile.

62. The method of claim 61, wherein the user information is obtained from at least one source selected from the group consisting of: responses to a survey, demographic information, regional information, user viewing habits, user purchase behavior, statistical information, and user selections of media objects during a programming signal.

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63. The method of claim 52, wherein the step of identifying at least one user associated with the user profile is accomplished by a receiving system.

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64. The method of claim 52, wherein the method further comprises storing the media object in a data storage device and retrieving the media object from the data storage device at a designated time for transmitting the media object in the programming signal to the user.

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65. The method of claim 52, wherein the data storage device is at least one selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

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66. A method for generating a media object containing content targeted to a user profile, wherein the media object is included in a programming signal transmitted by a transmitting system to a user associated with the user profile, comprising:

generating a media object containing content targeted to a user profile; and

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outputting the media object to a transmitting system, wherein the transmitting system transmits the media object in a programming signal to a user associated with the user profile;

wherein the transmitting system identifies the user profile targeted by the media object, identifies at least one user associated with the user profile, and transmits the media object in a programming signal to the user.

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67. The method of claim 66, wherein the user profile is based upon information selected from the group consisting of: response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, user purchase behavior, statistical information, a compilation of viewing habits of at least two users, and regional information.

68. The method of claim 66, wherein the method further comprises the step of obtaining the user profile from a user profiling system provided by an online service provider accessible via a network selected from the group consisting of: the Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

69. The method of claim 66, wherein the method further comprises obtaining the user profile from a user profiling system in communication with a system selected from the group consisting of: the transmitting system, and a system for receiving the programming signal transmitted by the transmitting system.

70. The method of claim 67, wherein the media object further comprises a signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

71. The method of claim 67, wherein the method, prior to transmitting the media object,  
further comprises storing the media object on a data storage medium selected from the group  
consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory  
stick, magnetic storage medium, optical storage medium, random access memory, Flash  
5 memory, and read only memory.

72. The method of claim 67, wherein the method further comprises:

generating a first media object associated with a first user profile and a second media  
object associated with a second user profile; and

10 outputting at least one of the first media object and the second media object to the  
transmitting system based upon an identification of the user;

wherein both the first media object and the second media object are outputted when a system  
generating the media objects receives no identification of the user, and the first media object  
is outputted when the user is identified as associated with a first user profile, and the second  
15 media object is outputted when the user is identified as associated with the second user  
profile.

73. A computer readable medium containing instructions for transmitting a media object  
containing content targeted to a user profile, by:

20 receiving media object containing content targeted to a user profile from a media  
object creator;

identifying at least one user profile for receiving the media object; and

transmitting the media object in a programming signal to a user associated with the  
user profile.

74. The computer readable medium as described in claim 73, wherein the media object is transmitted in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

5 75. The computer readable medium as described in claim 73, wherein the programming signal is transmitted utilizing a system selected from the group consisting of: a wireless transmission system, a wire based transmission system, a stand-alone system, and a network system.

10 76. The computer readable medium as described in claim 73, wherein the media object relates to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, a polling question, and a pre-recorded program.

15 77. The computer readable medium as described in claim 73, wherein the media object relates to an advertisement.

78. The computer readable medium as described in claim 73, wherein the instructions further  
20 provide for receiving and transmitting a first media object and a second media object, wherein each media object is associated with a user profile, by:

receiving a first media object associated with a first user profile and a second media

object associated with a second user profile; and

transmitting the first and second media objects in the programming signal;

25 wherein a receiving system selects one of the first and the second media objects for

presentation to a user based upon an association of the user with one of the first user and the second user profile.

79. A system for presenting media object containing content targeted to a user profile

5 comprising:

a receiving system which receives a programming signal containing at least one media object containing content targeted to a user profile, extracts the media object from the programming signal, and outputs the media object; and

a presentation system, in communication with the receiving system, which receives  
10 the media object from the receiving system and presents the media object to a user associated with the user profile;

whereupon presentation of the media object to the user, the user is presented with content targeted to the user based upon the user profile.

15 80. The system of claim 79, wherein the presentation system utilizes at least one device selected from the group consisting of: television, home entertainment system, computer workstation, personal data assistant, virtual reality system, video presentation system, audio presentation system, sound reproduction system, telephonic system, gaming console, cable box, and set top box.

20 81. The system of claim 79, wherein the media object includes content in a form selected from the group consisting of: video signal, audio signal, combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequences of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic,  
25 and computer generated signals.

82. The system of claim 79, wherein the programming signal is received via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

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83. The system of claim 79, wherein the programming signal is received from a stand alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact discs, digital versatile discs, video tape, gaming cartridges, memory sticks, magnetic storage mediums, optical storage mediums, random access memory, Flash memory, and read only memory.

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84. The system of claim 79, wherein the media object is received in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

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85. The system of claim 80, wherein the programming signal is received as a streamed signal.

86. The system of claim 79, wherein the programming signal includes a media object containing content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, polling question, and a pre-recorded program.

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87. The system of claim 79, wherein the programming signal includes a media object containing advertising related content.

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88. The system of claim 79, further comprising:

a user profiling system, in communication with the receiving system, providing at

least one user profile associated with the user;

5 whereupon receiving a media object, the receiving system obtains a user profile associated with the user from the user profiling system, determines whether a user profile targeted by the media object and a users profile associated with the user match, and based upon the determination directs the presentation system to present the media object to the user when a match occurs and to not present the media object when a match does not occur.

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89. The system of claim 88, wherein the user profiling system generates at least two profiles wherein the first user profile is associated with an adult audience and the second user profile is associated with an adolescent audience.

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90. The system of claim 88, wherein the user profiling system generates a user profile based upon at least one source selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

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91. The system of claim 79, wherein the system further comprises a user input device, in communication with the receiving system, for selecting at least one media object received in the programming signal.

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92. The system of claim 91, wherein the user input device further comprises at least one device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick.

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93. The system of claim 79, wherein the system further comprises a data storage device, in communication with the receiving system, for storing at least one media object, wherein the data storage device is accessed via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

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94. The system of claim 93, wherein the data storage device utilizes at least one data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, game cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

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95. The system of claim 79, wherein the receiving system further comprises:

a transceiver, for receiving the programming signal from a transmitting system;

at least one demultiplexer, connected to the transceiver, which selects from the

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programming signal at least one media object containing content targeted to a user profile;

a buffer, connected to the demultiplexer, for storing the media object selected by the demultiplexer;

a decompressor, connected to the demultiplexer and the buffer, which decompresses the media object and outputs a decompressed media object;

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a composition generator, connected to the decompressor, which receives at least one decompressed media object and composes the received media object into a composite signal; and

a controller, connected to the transceiver, the buffer, the decompressor, and the composition generator, which controls the operation of the receiving system, further comprising a timing and synchronization unit which provides timing and synchronization signals to each of the transceiver, the demultiplexer, the buffer, the decompressor, and the composition generator, and synchronizes the spatial and temporal relationships of at least two media objects provided in the programming signal.

96. A system for presenting a media object containing content targeted to a user profile comprising:

a receiving system further comprising:

a transceiver, for receiving a programming signal from a transmitting system,

wherein the programming signal contains at least one media object

containing content targeted to a first user profile;

at least one demultiplexer, connected to the transceiver, which selects from the programming signal at least one media object;

a buffer, connected to the demultiplexer, for storing the media object selected by the demultiplexer;

a decompressor, connected to the demultiplexer and the buffer, which decompresses the media object;

a composition generator, connected to the decompressor, which composes the decompressed media object into a composite signal; and



a controller, connected to the transceiver, the buffer, the decompressor, and the composition generator, which controls the operation of the receiving system;

a presentation system, in communications with the receiving system, which receives the composite signal and presents the composite signal to the user;

a user profiling system, in communication with the receiving system, providing a second user profile associated with the user;

a user input device, in communication with the receiver, for selecting a programming signal; and

a data storage device, in communication with the receiving system, for storing at least one media object;

whereupon a user selecting a programming signal containing at least one media object, the receiving system queries the user profiling system to determine whether the second user profile matches the first user profile, and when a match occurs, the receiving system retrieves the media object from the programming signal, decompresses the media object, composes the media object into a composite signal, and outputs the composite signal to the presentation system.

97. The system of claim 96, wherein the system is provided in a device selected from the

group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio reproduction system, telephonic system, gaming console, tactile signal generating device, cable box, and set top box.

98. The system of claim 96, wherein the programming signal utilizes a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

99. The system of claim 96, wherein the programming signal includes media object based content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program.

100. The system of claim 96, wherein the programming signal includes media object based advertising related content.

101. The system of claim 96, wherein the user profiling system generates a user profile based upon at least one source selected from the group consisting of: a response to a survey by a user, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

102. The system of claim 96, wherein the receiving system further comprises a chat interface, connected to the receiving system, wherein at least one media object is utilized to facilitate communications via the chat interface.

103. The system of claim 96, wherein the receiving system further comprises an electronic mail interface, connected to the receiving system, wherein the electronic mail interface utilizes at least one media object to facilitate communications.

104. A system for presenting a media object containing content targeted to a user profile comprising:

a means for receiving a programming signal containing a media object, wherein the media object contains content targeted to a user profile;

a means for identifying a user associated with the user profile targeted by the media object;

a means for extracting the media object from the programming signal; and

a means for presenting the extracted media object to a user associated with the user profile;

whereupon receiving a programming signal containing at least one media object containing content targeted to a user profile, the system associates a user with the user profile, extracts the media object targeted to the user profile from the programming signal, and presents the media objects to the user associated with the user profile.

105. The system of claim 104, wherein the system is provided in a device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, gaming console, audio presentation device, telephonic system, and set top box.

106. The system of claim 104, wherein the media object includes content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program.

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107. The system of claim 104, wherein the media object includes advertising related content.

108. The system of claim 104, wherein the programming signal is in a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

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109. The system of claim 104, wherein the system further comprises a means for engaging in chat, wherein at least one media object is utilized to facilitate communications via the chat means.

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110. The system of claim 104, wherein the system further comprises an electronic mail means, wherein at least one media object is utilized to facilitate communications via the electronic mail means.

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111. The system of claim 104, wherein the system further comprises an instant messaging means, wherein at least one media object is utilized to facilitate communications via the instant messaging means.

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112. The system of claim 104, wherein the programming signal is received from a stand alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

113. A method for presenting a media object containing content targeted to a user profile comprising:

receiving a programming signal containing at least one media object containing content targeted to a user profile;  
identifying a user associated with the user profile;  
selecting a media object in the programming signal based upon the user profile;  
composing the selected media object into a composite signal; and  
presenting the composite signal to a user associated with the user profile.

114. The method of claim 113, wherein the programming signal is received via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

115. The method of claim 113, wherein the programming signal is received from a stand alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

116. The method of claim 113, wherein the method is implemented, at least in part, in a device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, gaming console, telephonic system, and set top box.

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117. The method of claim 113, wherein the composite signal further comprises at least one signal selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequences of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated signals.

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118. The method of claim 113, wherein the programming signal includes media object content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program.

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119. The method of claim 113, wherein the programming signal includes advertising related media object content.

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120. The method of claim 113, wherein the method further comprises the step of generating the user profile based upon at least one source selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

121. A method for presenting a media object containing content targeted to a user profile comprising:

receiving a programming signal, wherein the programming signal comprises at least one media object containing content targeted to a user profile;  
identifying a user associated with the user profile;  
selecting at least one media object from the programming signal based upon the user profile; and  
presenting the media object to the user.

122. The method of claim 121, wherein the method further comprises storing the media object selected from the programming signal in a buffer until a designated time for presentation of the media object to the user occurs.

123. The method of claim 121, wherein the media object is provided in a compressed format and the method further comprises decompressing the media object before presenting the media object to a user.

124. The method of claim 121, wherein the step of presenting the media object to a user further comprises composing the media object selected from the programming signal and a second media object into a composite signal and presenting the composite signal to a user associated with the user profile.

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125. The method of claim 121, wherein the method further comprises receiving an input from a user input device, wherein the input provides a viewing choice for the user related to at least one option selected from the group consisting of: a channel selection, a media object selection, and a user identification.

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126. The method of claim 122, wherein the user input device includes at least one device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick.

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127. The method of claim 121, wherein the method is implemented via at least one device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, telephonic system, gaming console, and set top box.

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128. The method of claim 121, wherein the programming signal is received via a transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

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129. The method of claim 121, wherein the programming signal further comprises at least one signal selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequences of individual frames, virtual reality, live, pre-recorded, natural, synthetic,  
5 combined natural and synthetic, and computer generated signals.

130. The method of claim 121, wherein the programming signal is received from a stand alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape,  
10 gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

131. The method of claim 121, wherein the programming signal utilizes a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG,  
15 GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

132. The method of claim 121, wherein the programming signal is streamed over a network connection.

20 133. The method of claim 121, wherein the programming signal includes media object content which relates to at least one program type selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program.

134. The method of claim 121, wherein the programming signal includes a media object, which relates to advertising content.

135. The method of claim 121, wherein the method further comprises generating a user profile based upon information selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

136. The method of claim 121, wherein the step of generating a user profile is accomplished by at least one system selected from the group consisting of: a receiving system, a transmitting system, and a media object creator.

137. The method of claim 121, wherein the user profile is obtained from the remote data storage device via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

138. The method of claim 121, wherein the method further comprises:  
pushing additional media objects to a user, wherein the additional media objects relate to at least one media object extracted from the programming signal.

139. A computer readable medium containing instructions for presenting a media object containing content targeted to a user profile, by:

receiving a programming signal, wherein the programming signal comprises at least one media object containing content targeted to a user profile;

5 identifying a user associated with the user profile;

extracting at least one media object from the programming signal based upon the user profile; and

presenting the media object to the user.

10 140. The computer readable medium of claim 139, wherein the programming signal is received from a stand-alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

15 141. The computer readable medium of claim 139, wherein the computer readable medium is utilized in conjunction with a device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, gaming console, telephonic  
20 system, and set top box.

142. The computer readable medium of claim 139, wherein the media object further comprises at least one signal in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequences of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated signals.

143. The computer readable medium of claim 139, wherein the media object includes content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, and a pre-recorded program.

144. The computer readable medium of claim 139, wherein the media object includes advertising related content.

145. The computer readable medium of claim 139, wherein the instructions further provide for storing the extracted media object in a buffer until a designated time for presentation to the user occurs.

146. The computer readable medium of claim 139, wherein the programming signal utilizes a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

147. The computer readable medium of claim 139, wherein the programming signal is streamed over a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

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148. The computer readable medium of claim 139, wherein the instructions further provide for generating a user profile based upon information selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

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149. A system for generating a user profile based upon a selection by a user of a media object providing content targeted to a user profile, wherein the media object is included in a programming signal comprising:

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a receiving system for receiving at least two media objects in a programming signal,

wherein each media object provides content targeted to a user profile;

a presentation system, connected to the receiving system, for presenting the at least two media objects to the user;

a user input device for selecting one of the at least two media objects presented;

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a data storage device for recording each user selection; and

a user profiling system for generating a user profile based upon a collection of user selections of media objects presented to the user;

wherein the user profile is utilized in subsequent programming signals to determine which media objects to include in the programming signal and present to the user.

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150. The system of claim 149, wherein the user profiling system generates a user profile based upon at least one source selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

151. The system of claim 149, wherein the user profiling system is located with a system transmitting the programming signal.

152. The system of claim 149, wherein the user profiling system is located with a system generating the media objects provided in the programming signal.

153. The system of claim 149, wherein the user profiling system is located with the receiving system.

154. The system of claim 149, wherein the user profiling system is accessed via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

155. The system of claim 149, wherein the system further comprises a user input device for selecting at least one media object received in the programming signal, wherein the selection is utilized to generate the user profile.

156. The system of claim 155, wherein the user input device further comprises at least one device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick.

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157. A method for generating a user profile based upon media objects containing content targeted to a user profile, wherein the media objects are provided in a programming signal and selected by a user, comprising:

receiving a programming signal containing at least two media objects, wherein each

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media object contains content targeted to a user profile;

presenting the programming signal to a user;

receiving a response from the user, wherein the response indicates a user's selection of

at least one of the at least two media objects provided in the programming

signal; and

15

generating a user profile based upon the user response.

158. The method of claim 157, wherein the method further comprises saving each response from the user in a data storage device and generating the user profile based upon a collection of responses stored in the data storage device.

20

159. The method of claim 158, wherein the user profile is generated based upon data obtained from at least one source selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selections of media objects by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

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160. The method of claim 158, wherein the data storage device is located with at least one system selected from the group consisting of: a system which transmits the programming signal, a system which generates the media objects, and a system which receives the programming signal.

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161. The method of claim 158, wherein the data storage device further comprises a Web site accessible via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

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162. A method for pushing a media object containing content targeted to a user profile comprising:

obtaining a user profile for a user;

receiving a programming signal selection from the user, wherein the programming

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signal selection designates a specific programming signal the user desires to receive;

transmitting at least one media object in the selected programming signal to the user,

wherein the media object is pushed to the user based upon the user profile;

extracting a media object from the programming signal; and

20

presenting the extracted media object to the user;

wherein content targeted to the user is pushed to the user via the extracted media object.

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163. The method of claim 162, wherein the step of obtaining a user profile for a user is accomplished by a user profiling system provided in at least one system selected from the group consisting of: a transmitting system, a receiving system, a media object creating system, and an user profiling system.

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164. The method of claim 163, wherein the user profiling system further comprises a Web site accessible via a network selected from the group consisting of: Internet, intranet, private network, wired network, ATM network, wireless network, wide area network, local area network, and a public network.

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165. The method of claim 162, wherein the step of obtaining a user profile for a user further comprises generating a user profile based upon information selected from the group consisting of: a response by a user to a survey, demographic information, user viewing habits, selection of a media object by a user during a programming signal, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

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166. The method of claim 162, wherein the step of receiving a programming signal selection from a user is accomplished via at least one user input device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick.

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167. The method of claim 166, whereupon receiving the programming signal selection, the method further comprises the step of inserting at least one media object into the programming signal; wherein the media object is targeted to be presented to the user during specific instances in a programming signal selected by the user.

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168. The method of claim 162, wherein the programming signal selection is communicated to the receiving system and the method further comprises:

accessing at least one profiling rule, wherein the profiling rule designates which media objects to select in a given programming signal for a given user profile; and  
10 correlating the selected programming signal, the user profile, and the profiling rule in determining which media object in the programming signal to select for presentation to the user.

169. The method of claim 168, wherein the profiling rule is obtained from the transmitting  
15 system via at least one communications medium selected from the group consisting of: cable, coaxial cable, twisted pair cable, fiber-optic cable, telephone cable, closed circuit cable, satellite broadcast, radio frequency broadcast, and a wireless medium.

170. The method of claim 162, wherein the media object includes content in a form  
20 selected from the group consisting of: news program, sports program, virtual reality program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, polling question, non-commercial program, educational program, and a pre-recorded program.

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171. The method of claim 162, wherein the media object includes advertising related content.

172. The method of claim 162, wherein the programming signal further comprises a signal containing at least one media object providing content in a form selected from the group consisting of: a video signal, an audio signal, a combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated content.

173. The method of claim 162, wherein the step of obtaining a user profile for a user further comprises receiving a designation of the user profile from the user.

174. The method claim 173, wherein the designation of the user profile utilized by a receiving system to determine which of a plurality of media objects to extract from the programming signal.

175. The method of claim 174, wherein the receiving system filters out of the programming signal those media objects that are not associated with the user designated profile.

176. The method of claim 162, wherein the method further comprises synchronizing a first media object.

177. The method of claim 176, wherein the first media object comprises a video signal and the second media object comprises an audio signal.

178. A method for pulling a media object containing content targeted to a user comprising:  
presenting a programming signal to a user, wherein the programming signal contains  
at least one media object containing content targeted to a user profile;  
selecting a media object presented in the programming signal;  
5 modifying the programming signal to reflect the selection of the media object; and  
presenting a modified programming signal, wherein the modified programming signal  
includes at least one media object containing content targeted to the user profile.

179. The method of claim 178, wherein the method further comprises recording a selection  
10 of a media object by the user.

180. The method of claim 179, wherein the method further comprises generating a user  
profile based upon the recorded selection of a media object.

181. The method of claim 180, wherein a transmitting system utilizes the user profile in  
15 transmitting at least one media object targeted to the user.

182. The method of claim 180, wherein a media object creator utilizes the user profile in  
creating at least one media object targeted to the user.

20 183. The method of claim 178, wherein the programming signal is presented to the user via  
at least one device selected from the group consisting of: television, home theater system,  
computer workstation, video presentation device, personal data assistant, virtual reality  
system, audio presentation system, gaming console, telephonic system, and set top box.

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184. The method of claim 178, wherein the method further comprises receiving the programming signal via transmission medium selected from the group consisting of: broadcast, wireless, wireline, microwave, millimeter wave, satellite, cable, and fiber optics.

5 185. The method of claim 178, wherein the method further comprises receiving the programming signal from a stand-alone device capable of transmitting programming recorded on a data storage medium selected from the group consisting of: compact disc, digital versatile disc, video tape, gaming cartridge, memory stick, magnetic storage medium, optical storage medium, random access memory, Flash memory, and read only memory.

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186. The method of claim 178, wherein the programming signal utilizes a format selected from the group consisting of: MPEG-1, MPEG-2, MPEG-4, MPEG-7, JPEG, motion JPEG, GIFs, QuickTime, ActiveMovie, DVI, and Indeo.

15 187. The method of claim 178, wherein the media object further comprises at least one signal in a form selected from the group consisting of: video signal, audio signal, combined audio and video signal, animation, text, graphics, multimedia, slow frame video, video stills, sequence of individual frames, virtual reality, live, pre-recorded, natural, synthetic, combined natural and synthetic, and computer generated signals.

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188. The method of claim 178, wherein the media object includes content in a form selected from the group consisting of: news program, sports program, entertainment program, music video, game show program, motion picture program, video program, live program, audio program, non-commercial program, educational program, advertising, and a  
25 pre-recorded program.

189. The method of claim 178, wherein the step of selecting a media object presented in the programming signal is accomplished utilizing a user input device selected from the group consisting of: a remote control, keyboard, scanner, mouse, trackball, virtual reality sensor, voice recognition system, voice verification system, push button, touch screen, and joy stick.

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190. The method of claim 180, wherein the step of generating a user profile further comprises utilizing user profile information selected from the group consisting of: prior recordings of user selections, response by the user to a survey, demographic information, user viewing habits, a compilation of viewing habits of more than one user, user purchase behavior, statistical information, and regional information.

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191. The method of claim 178, wherein the modified programming signal is presented to the user via at least one device selected from the group consisting of: television, home theater system, computer workstation, video presentation device, personal data assistant, virtual reality system, audio presentation system, gaming console, telephonic system, and set top box.

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192. The method of claim 178, wherein the step of modifying the programming signal to reflect the selection of a media object further comprises:

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communicating the selection of the media object to a transmitting system;

selecting a second media object provided by at least one media object creator to the transmitting system; and

transmitting the second media object to a receiving system for presentation to the user;

wherein the second media object includes content related to the selected media object.

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193. The method of claim 178, wherein the step of modifying the programming signal to reflect the selection of a media object further comprises:

communicating the selection of the media object to a media object creator;

creating a second media object containing content related to the selected media object

5 and targeted to the user;

incorporating the second media object into the modified programming signal; and

transmitting the modified programming signal, via a transmitting system, to a

receiving system for presentation to the user.

10 194. The method of claim 193, wherein the method further comprises synchronizing the presentation of the selected media object and the second media object in the modified programming signal.